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Showing Buylines: All Lines

Fax# Phone# Station KSNV-TV LAS VEGAS, NV.
Advertiser ().HELLER FOR SENATE
Product HELLER FOR SENATE
Estimate#
Buyer NEIL WILLIAMS Agency C/P1/P2/E Flight Dates Hiatus Weeks Agency () STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007 10/17/2012 - 10/23/2012 Rep Firm Sales Office (Salesperson (Salesperson Phone# Salesperson FAX#) PHILADELPHIA) AMY MCCREARY 215-568-6540 215-568-1845

— CONTRACT COMMENT —

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M-TU	W-F Buyl	W-F Buyl	M-TV Buyl	M-TV Buyl	W-E Buyl	W-£	M-TO Buyl	M-TU Buyl	W-F Buyl	Day	
10A-11A	10A-11A ine Comment	9A-10A ine Comment	9A-10A ine Comment	U 7A-9A Buyline Comment: TODAY	7A-9A Buyline Comment: TODAY	6A-7A Buyline Comment: NEWS	TU 6A-7A Buyline Comment: NEWS	TU 5A-6A Buyline Comment: NEWS	5A-6A Buyline Comment: NEWS	Time	
3	10A-11A Buyline Comment: TODAY III	9A-10A Buyline Comment: TODAY II	U 9A-10A Buyline Comment: TODAY II	: TODAY	:: TODAY	: NEWS	:: NEWS	: NEWS	: NEWS	Program	
:30	:30	:30	:30	:30	:30	: 30	:30	: 30	:30	Len	
\$225.00	\$225.00	\$275.00	\$275.00	\$600.00	\$600.00	\$450.00	\$450.00	\$300.00	\$300.00	Rate	
10/22-10/23	10/17-10/19	10/17-10/19	10/22-10/23	10/22-10/23	10/17-10/19	10/17-10/19	10/22-10/23	10/22-10/23	10/17-10/19	Dates	
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N	ω	· ω	N	41	თ	თ	41	44	Ø	Total Spots	
\$450.00	\$675.00	\$825.00	\$550.00	\$2,400.00	\$3,600.00	\$2,700.00	\$1,800.00	\$1,200.00	,800	Total Cost	
										Daypart	

Buyline Comment: TODAY III

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21 W-F 3P-4P Buyline Comment: PHIL	20 W-F 2P-3P Buyline Comment: DRS	19 M-TU 2P-3P Buyline Comment: DRS	18 M-TU 1P-2P Buyline Comment: DAYS	17 W-F 1P-2P Buyline Comment: DAYS	16 W-F 1230P-1P Buyline Comment: AGENDAY	15 M-TU 1230P-1P Buyline Comment: AGENDAY	14 M-TU 12P-1230P Buyline Comment: NEWS	13 W-F 12P-1230P Buyline Comment: NEWS	12 W-F 11A-12P Buyline Comment: RR	11 M-TU 11A-12P Buyline Comment: RR	LT In Day Time Program	Esumates Buyer NEIL WILLIAMS Phone#	Station KSNV-TV LAS VEGAS, NV. Advertiser () HELLER FOR SENATE Product HELLER FOR SENATE	
												Flight Dates Hiatus Weeks	Agency (3299 K WASH	
:30	:30	:30	:30	:30	:30	:30	:30	:30	:30	:30	Len) STRAT STREET	
\$300.00	\$225.00	\$225.00	\$275.00	\$275.00	\$225.00	\$225.00	\$275.00	\$275.00	\$225.00	\$225.00	Rate	10/17/2012 - 10/23/2012	() STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007	
10/17-10/19	10/17-10/19	10/22-10/23	10/22-10/23	10/17-10/19	10/17-10/19	10/22-10/23	10/22-10/23	10/17-10/19	10/17-10/19	10/22-10/23	Dates	12	VCS)0	•
ω	ω	N	2	W	ω	N	N	ω	ω	120	Spots/Week	Salesperson Phone# Salesperson FAX#	Rep Firm Sales Office (Salesperson (
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w	ω	ю	N	ω	ω	N	ю	ω	ω	N	Total Spots	215-568-6540 215-568-1845) PHILADELPHIA) AMY MCCREARY	
\$900.00	\$675.00	\$450.00	\$550.00	\$825.00	\$675.00	\$450.00	\$550.00	\$825.00	\$675.00	\$450.00	Total Cost	540 845	PHIA REARY	
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Phone# Fax# Η Buyer Advertiser Station Estimate# Product 32 31 30 29 28 27 26 25 24 23 22 Ln KSNV-TV LAS VEGAS, NV.
ser ().HELLER FOR SENATE
HELLER FOR SENATE NEIL WILLIAMS NI F D.L.-M M-TUM-FMLE OT-M N-TU ΝI ₩−F M-IU Day OT-M Buyline Comment: WHEEL Buyline Comment: WHEEL Buyline Comment: JEP Buyline Comment: Buyline Comment: NEWS Buyline Comment: PHIL Buyline Comment: Buyline Comment: NEWS Buyline Comment: NEWS Buyline Comment: NEWS Buyline Comment: NEWS Time 5P-630P 430P-5P 7P-730P 7P-730P 630P-7P 630P-7P 5P-630P 430P-5P 4P-430P 4P-430P 3P-4P NEWS JEP Program Agency C/P1/P2/E Flight Dates Hiatus Weeks Agency () STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007 :30 :30 :30 :30 :30 30 :30 :30 :30 : 30 30 Len 10/17/2012 - 10/23/2012 Rate \$750.00 \$750.00 \$750.00 \$750.00 \$450.00 \$300.00 \$900.00 \$900.00 \$450.00 \$450.00 \$450.00 10/17-10/19 10/22-10/23 10/22-10/23 10/17-10/19 10/22-10/23 10/22-10/23 10/22-10/23 10/17-10/19 10/17-10/19 10/17-10/19 10/22-10/23 Dates W N N ω σ₁ 4 N ω ω N Ν. Spots/Week Sales Office (Salesperson (Salesperson Phone# Salesperson FAX# Rep Firm # of Weeks 1---Н \vdash) PHILADELPHIA) AMY MCCREARY 215-568-6540 215-568-1845 ω N N ω o) Δ, ω Total Spots N ω N \$2,250.00 \$1,500.00 \$2,250.00 \$5,400.00 \$3,600.00 \$1,350.00 \$1,500.00 \$900.00 \$1,350.00 \$900.00 \$600.00 Total Cost Daypart

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Ή Fax# Buyer Station KSNV-TV LAS VEGAS, NV.
Advertiser ().HELLER FOR SENATE
Product HELLER FOR SENATE Phone# Estimate# 43 42 :A: 40 39 38 37 36 $_{\rm S}^{\rm S}$ Ω 4 ω 占 NEIL WILLIAMS SA TΗ Z M F UT-M Z DI-M হ| |-|দ] Дау SA-SU TΗ Buyline Comment: NEWS Buyline Comment: NEWS Buyline Comment: VOICE Buyline Comment: Buyline Comment: NEWS Buyline Comment: FACE Buyline Comment: FACE Buyline Comment: DLINE Buyline Comment: Buyline Comment: TON SHOW Buyline Comment: 11P-1135P 1135P-1235A 1135P-1235A Time 11P-1135P 6A-7A 10P-11P 10P-11P 8P-10P 11P-1135P 730P-8P 730P-8P TON SHOW SMEN ROCK CENTER Program Flight Dates Hiatus Weeks Agency C/P1/P2/E Agency () STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007 :30 : 30 :30 :30 :30 30 :30 :30 :30 :30 :30 Ten 10/17/2012 - 10/23/2012 \$225.00 Rate \$750.00 \$2,100.00 \$275.00 \$2,100.00 \$2,400.00 \$275.00 \$775.00 \$775.00 \$450.00 \$450.00 Showing Buylines: All Lines 10/20-10/20 10/19-10/19 10/20-10/21 10/18-10/18 10/17-10/19 10/22-10/23 10/22-10/22 10/22-10/22 10/22-10/23 Dates 10/18-10/18 10/17-10/19 \vdash н \vdash ω Н N N \vdash N ω Spots/Week Rep Firm Sales Office (Salesperson (Salesperson FAX# Salesperson Phone# 型(0 cks \vdash ப ш Н μ) PHILADELPHIA) AMY MCCREARY 215-568-6540 215-568-1845 ш Total Spots \vdash N \vdash w N 1-3 N \$225.00 \$1,500.00 \$2,100.00 \$550.00 \$775.00 \$775.00 \$2,100.00 \$2,400.00 \$825.00 \$900.00 \$1,350.00 Total Cost Daypart

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Salesperson (Salesperson Phone/ Salesperson FAX# Salesperson FAX# Salesperson FAX# Salesperson FAX# Salesperson FAX# Salesperson FAX# Spots/Week # of Weeks 1 0/20-10/20 1 1 1 1 0/20-10/20 1 1 1 1 1 0/20-10/20 1 1 1 1 1 0/21-10/21 1 1 1 1 0/21-10/21 1 1 1 1 0/21-10/21 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	54 SU 4P-515P Buyline Comment: FNIA	Hender Frax# LT In Day Time Program 44 SA 7A-9A Buyline Comment: SAT TODAY 45 SA Buyline Comment: NEWS Buyline Comment: NEWS 47 SA 5P-630P Buyline Comment: NEWS 48 SA 1130P-1A Buyline Comment: SNL 49 SU 6A-7A Buyline Comment: NEWS	Station KSNV-TV LAS VEGAS, NV. Advertiser ().HELLER FOR SENATE Product HELLER FOR SENATE
Salesperson (Salesperson Phone/ Salesperson FAX# Spots/Week # of Week	\$1,600.00	10/17/2012 - 10/23/2012 Len Rate :30 \$325.00 :30 \$375.00 :30 \$375.00 :30 \$750.00 :30 \$225.00 .	Agency () STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007
5-568-6540 5-568-1845 stal Total Cost pots \$325.00 \$375.00 \$750.00 \$1,900.00 \$1,600.00	1 1	Salesperson Phone# 215-568-654 Salesperson FAX# 215-568-184 Spots/Week # of Weeks Spots Total Spots 1 1 1 1 1 1 2 1 2 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Rep Firm Sales Office () PHILADELPHIA Salesperson () AMY MCCREARY

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Buylin	Buylin	Buylin	1	¥	NEIL WILLIAMS	TV LAS) HELL ER FOR
1130P-12A ne Comment:	8P-9P ne Comment:	515P-830P Buyline Comment: SNFL		Time	SW	Station KSNV-TV LAS VEGAS, NV. Advertiser ().HELLER FOR SENATE Product HELLER FOR SENATE
1130P-12A Buyline Comment: SPORTS NICHT	8P-9P Buyline Comment: NFL POSTGAME	SNEL		Program		NATE
					Agency CITATE AND Agency CITATE AND Flight Dates Hights Weeks	Agency (3299 F WASH
:30	:30	:30		Len) STRATI CSTREET HNGTON
\$200.00	\$6,500.00	\$8,000.00		Rate	10/17/2012 - 10/23/2012	() STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007
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⊭	н	н		Spots/Week	Salesperson Phone# Salesperson FAX#	Rep Firm Sales Office (Salesperson (
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u	Ц	н		Total Spots	215-568-6540 215-568-1845) PHILADELPHIA) AMY MCCREARY
\$200.00	\$6,500.00	\$8,000.00		Total Cost	540 845	'HIA ŒARY

Daypart

-REPORT TOTALS-

Report Totals: 133 / \$80,325.00

—SALES MONTHLY TOTALS—

Oct 12:

133 / \$80,325.00

Station Totals: 133 / \$80,325.00 Sales Totals: 133 / \$80,325.00 -COMPETITIVE-Lines not sent/rcld/rtrn: 0 / \$0.00 Market Totals \$276,983 CATV XXXX KINV 18% % % KTUD KBLR H 0 KINC KVCW % % C KLAS KVMY % % % KVVU KSNV

2 2 2 4 4 8

-COMPETITIVE COMMENTS-

NEW ORDER EST SHARES

Books NOV12 Demos RA35+

- CREDIT RISK -

CASH IN ADVANCE

Agency () STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007

Agency C/P1/P2/E Flight Dates Hiatus Weeks 10/17/2012 - 10/23/2012

Estimate# Buyer Phone# Product

NEIL WILLIAMS

Station KSNV-TV LAS VEGAS, NV.
Advertiser ().HELLER FOR SENATE
Product HELLER FOR SENATE

Fax#

Rep Firm Sales Office (Salesperson () PHILADELPHIA) AMY MCCREARY

Salesperson Phone# Salesperson FAX# 215-568-6540 215-568-1845

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